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IN THIS ISSUE:

Director of the New Jersey Division of Markets for many years, Mr. Oley has played a prominent part in the development of New Jersey's cooperative egg and poultry auction markets. In this article he describes the way these highly successful markets operate.

The long-time outlook for cattle feeders is generally more favorable than for producers of most other agricultural commodities, says Mr. Richards, though he warns that it calls for a thorough recognition of the speculative nature of the business. Mr. Richards is Assistant Director of the Livestock Branch, PMA.

To producers and handlers of farm commodities market news is only as valuable as it is usable. Mr. Bentley, Market News Editor of WOI, Ames, Iowa, explains how his radio station keeps its listeners on top of the market.

Sweet corn, cleaned and trimmed in packages of three or five ears is finding encouraging consumer approval. The benefits--as well as the problems still to be answered--are outlined by Mr. Stokes, PMA marketing researcher who helped conduct the joint RMA-Florida project discussed.

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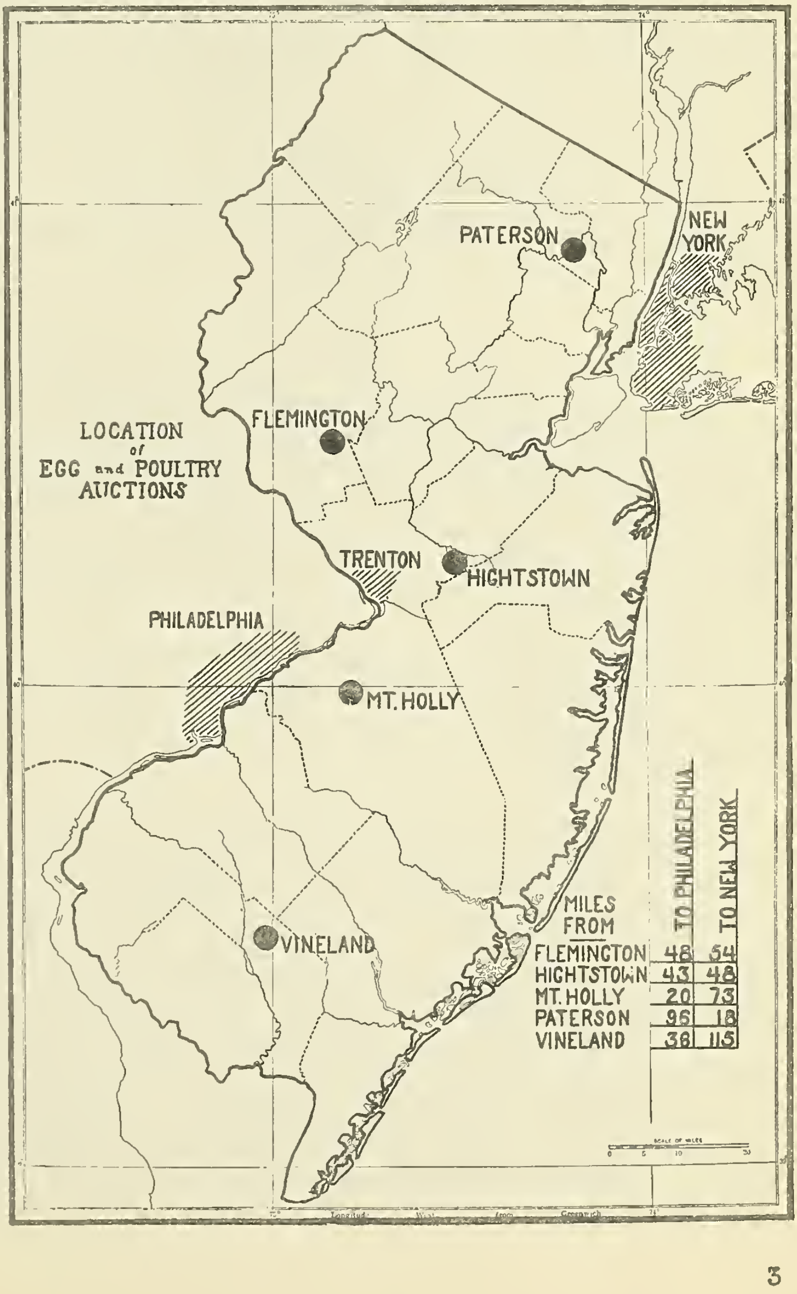
New Jersey Likes its Cooperative Egg and Poultry Auction Markets

By Warren W. Oley

New Jersey farmers are strong supporters of their cooperative egg and poultry auction markets. These markets, strategically located for the assembling and selling of quality products, last year handled eggs and poultry having a value of about $15,000,000.



Consumers in the great population centers served by New Jersey agriculture recognize that they too have a big stake in the cooperative egg and poultry auction marketing system. For the auction markets, through the use of modern methods, assure the conservation of quality by moving eggs and poultry rapidly from the producer to the consumer.

Began in Thirties

The cooperative auction system of marketing eggs and poultry in New Jersey dates back to 1930, when an attempt was made to start an egg auction at Toms River. This idea, however, did not take well with poultry producers in that area. Egg prices in Toms River had consistently commanded a 2-cent premium over New York quoted prices—and the new market did not

guarantee maintenance of this differential. Furthermore, the New Jersey Bureau of Markets (now the Division of Markets) insisted that eggs be sold only after inspection and only after grading in line with official State requirements.

Later in 1930 a few poultry leaders from Hunterdon County met at Trenton and discussed with representatives of the Bureau of Markets the possibilities of an auction. These progressive poultrymen saw that an auction market would solve one of their most serious problems. The problem grew out of the fact that their eggs, in general, were sold to buyers who paid 3 or 4 cents a dozen less than the New York price. The Hunterdon County producers saw, too, the advantage of marketing a graded product.

Soon an auction market at Flemington, in Hunterdon County, was organized--as an association incorporated under the State Agricultural Cooperative Act. And how that market has grown over the past 20 years! For the first sale, some 25 poultrymen pledged about 65 cases of eggs. In 1948 the association sold over $6,600,000 worth of eggs, poultry, and livestock. In 1930, the market's facilities consisted of a rented cellar. Today the Flemington market is housed in a commodious brick building, with adjacent buildings for livestock, and properly constructed candling rooms, storage rooms, a theater-like sales room, and office space.

Commodities Vary With Market

The success of the Flemington market led to the establishment of other markets, which are still flourishing. At Vineland eggs only are sold. The Hackettstown market is principally a livestock auction but sells a substantial volume of poultry. At Paterson only poultry and eggs are sold. The Mount Holly market sells eggs, poultry, and livestock. The Hightstown market is a combination fruit, vegetable, poultry, and egg auction.

A summary of the egg and poultry sales at all cooperatives during the year ending October 31, 1948, shows that 724,134 cases of eggs were sold for $13,404,000, while 4,599,000 pounds of live poultry were sold for $1,564,000.

All producers who are members of the auction associations have made great strides in producing eggs of high quality during the years the markets have been operated. Each poultryman is responsible for production of clean, quality eggs. In this he has been greatly aided by the county agricultural agents and poultry extension specialists. In addition, the associations themselves employ field men who visit farms, especially where it is believed a better quality could be produced. This service has increased the volume in the top grades and has been very helpful in reducing complaints as to grading and price returns. The field men suggest up-to-date methods of cleaning, sizing, storing, and handling. They are able to offer expert advice as to humidity and temperature control in egg cellars or holding rooms and as to packing methods that will avoid breakage.

Each producer is identified by a lot number, which is permanent as long as his membership is maintained. He delivers his product to the market or patronizes a trucking service endorsed by the cooperative. One of the markets has four grading stations located in adjacent production areas to which members take their eggs. These stations are established primarily to relieve the small-scale producer of the need for traveling long distances with a few eggs. Eggs assembled at the grading stations are hauled to the cooperative market. One cooperative holds only one sale a week, while all others have two sales. Members are urged to market their production twice weekly where possible.

Producers purchase empty cases from their market. Cases are conditioned and weighed, and have the tare weight stamped on them. All the auctions except Paterson use official New Jersey grades and weight classes for eggs. The members select their eggs for the various sizes. Where white and brown eggs are produced, colors are kept separate. The producer is supplied with shipping tags, one of which is attached to each case marketed. The tag indicates the producer's lot number, the size of egg, and the color of shell.

All Lots of Eggs Carefully Inspected and Graded

On arrival at the market, the case is weighed, the tare weight deducted, and the net weight marked on the shipping tag. Some partly filled cases are received, and these go to candlers who candle the entire case and separate the eggs according to size, color, and interior quality. A detailed candling report is kept of each lot number so handled in order to make accurate returns to the producer. All other cases go to the licensed inspector and his assistants where a sample of each lot is taken to determine the grade of the lot. After inspection, all cases are stacked according to grade and size. White and brown eggs are kept separated.

The association's preparation for the sale includes listing in duplicate all cases on a sale sheet. The listing is actually a method of offering eggs to buyers in various quantities. Here again grades and sizes are not mixed.

The conduct of the sale, aside from the service of the auctioneer, is a matter of projecting on a screen or writing on a sales board the exact information that appears on the sale sheet. This includes the number of cases offered, the lot number or numbers, and the grade and net weight of each case. The sale sheet has space provided where the final bid and the buyer's name is recorded.

As each buyer completes his purchases he is required to pay cash; to pick up his receipted invoice on which is listed the quantity purchased of each lot number, weight of each case, grade and size; and to present this invoice to the personnel handling the supply in the storage room. Each buyer is then given the eggs he bought. One exception to this is where the services of a house buyer are used by absentee buyers. In such cases, the eggs are delivered c.o.d., plus cartage; or, if the account is substantial and credit established, the purchaser is billed.

Buyers have an opportunity to visit the holding room and see the lots before the sale commences.

Very rarely is there a shortage of buyers. The number of buyers varies, but ranges from 25 to as high as 100 a sale. Some buyers attend sales at more than one market and some come to the sale possibly once a week, or at times when eggs are scarce. Many are regular buyers, attending all sales at a given market. During the course of a year some 2,000 buyers attend one or more auction sales.

Sales are greatly helped through adequate market news. The sales prices at these markets are printed in several newspapers and used regularly over the radio. The market news office of the Division of Markets publishes them in its Weekly Market Review. The auction prices are now used in New Jersey in place of the New York quotations in determining prices obtained by other cooperatives in the State, and by individual poultrymen in direct sales work.

A logical development of the New Jersey marketing program has been the establishment of a candling-cartoning project, which recently marked its tenth anniversary. Four of the cooperative egg auctions--Flemington, Hightstown, Mount Holly, and Vineland--are members of the New Jersey Poultry and Egg Cooperative Marketing Association, Inc., which operates this project.

Unification in Candling-Cartoning Services

Many retailers had asked the various auctions for candling-cartoning service. However, the auctions' managements were of the opinion that to set up four candling departments--one at each auction--would be costly as well as inefficient because of personnel and supervisory problems. Furthermore, they realized that eventually there would be four different sales organizations competing with each other, duplicating service and selling efforts, and thereby running up costs of distribution. The Division of Markets was also interested in having everything coordinated "under one roof," so that supervision of inspection could be as economical as possible. And, with quality to be certified under an official seal of approval, the Division of Markets was anxious, above all, that the quality be exactly as certified--and it was felt that a better job of inspection could be done in one big establishment rather than four small ones.

The idea of a special "cooperative of cooperatives," with one candling-cartoning plant and selling overhead, solved these problems, and the New Jersey State Certified Fresh Egg project was born. The four member cooperative auctions of the "Certified Co-op," or merely "Certified," as it is best known, sell all eggs over the auction block. "Certified" is treated like any other buyer, and must bid in its own eggs in competition with all others.

The purchases at the auctions by "Certified" are on a wholesale grade basis, determined by resident inspectors of the State Department of Agriculture at each of the four source markets. Only Grade A and AA

eggs are purchased for the candling project.

The high standards of the "Certified" package may be inferred from the fact that, even after buying on a graded basis, relatively large percentages of interior and exterior faults are found by the candlers when the eggs are converted to retail grades. All faulty eggs are rejected from the consumer pack, of course--not only because of the State supervision, but also because the directors of the cooperative have instructed management not to compromise with quality. As a result, especially during the summer months of high reject percentage, "Certified" has been known to lose substantial sums of money in maintaining the integrity of its package of eggs and its enviable reputation with New Jersey consumers.

"Certified" has carried on an enterprising program of promotion of egg consumption among New Jersey's city millions, and, at the same time, it has encouraged that State's poultrymen to strive for better original quality. As an example of consumer promotion, the project's management and the Division of Markets have recently prepared a campaign to sell Medium-sized eggs during the autumn shortage of Large-size eggs. With appropriate literature, point-of-sale displays, and food-page publicity, the idea of buying eggs on a weight basis will be suggested. It is believed the consumer should benefit from a seasonal shift of preference from Large to Medium eggs, and a troublesome disparity between the prices of Large and Medium eggs should be alleviated to the degree that the campaign succeeds.

Quality Improved by Centralized Research

With such a centralized operation, it has been possible to carry on research into problems of egg-quality conservation. Accurately kept records of causes of rejection from the candling line have been the basis for a large-scale program of producer education in how to reduce losses caused by breakage and deteriorated quality. Special problems of individual producers can be pinpointed because each case of eggs carries the producer's lot number, and this identification makes it possible for the various auctions' field men to go back to the source of trouble. Because the same lot numbers are also purchased by many other auction bidders, this service of "Certified" is helping to improve the quality of the egg pack for all who buy over the auctions.

There have been times when the large purchasing power of "Certified" has operated to the advantage of the producers and their marketing organizations. The project is a dependable buyer, having definite requirements of between one and two thousand cases a week to fill its orders for cartoned eggs. All auction buyers are not so dependable, of course, and some do quite a lot of shopping around. In the event that a large buyer withdraws from one of the markets on sale day, as occasionally happens, severe price breaks can be avoided by swinging the bulk of "Certified" purchases to that market.

Through continual contacts with retailers of "Certified Eggs," the project's representatives have made great strides in teaching storekeep-

ers and milk dealers how to conserve fresh quality and to increase sales of eggs.

New Jersey poultrymen have cooperated splendidly with the Division of Markets in promoting poultry- and egg-marketing programs. These associations through their boards of directors have worked together. In developing the "Certified" program they pooled their efforts and brought about the accomplishment of an egg-marketing system which starts on the farm and ends on the retailer's counter.

FARMERS' SHARE OF FOOD DOLLAR LOWEST IN 6 YEARS

Farmers recently have been getting less than half of each dollar spent by consumers for farm food products, for the first time since May 1943, the U. S. Department of Agriculture reported in mid-June.

Farmers received only 49 cents out of each dollar spent for farm food products during April 1949, the Bureau of Agricultural Economics reported in the monthly Marketing and Transportation Situation, released June 16. Preliminary estimates indicate it was about the same or fractionally lower in May. The farmers' share of the consumers' food dollar reached a peak of 55 cents several times between November 1945 and January 1948.

As compared with July 1948, when the retail cost of a fixed quantity of food reached an all-time high, the retail price of a "market-basket" of foodstuffs had declined 8 percent by April 1949. The entire drop came out of the farm value, which shrank 16 percent. Marketing charges were at about the same level in April as they were last July, and only 4 percent below the peak reached in May 1948.

From April 1948 to April 1949, the farm value of the market basket went down 9 percent, marketing charges went down 1 percent, and the retail cost went down 5 percent. Retail prices of dairy products decreased 10 percent; miscellaneous products, 12 percent; and meat products, 5 percent.

FINANCIAL RESERVE ESSENTIAL TO GOOD FARMING

By regular investment in Savings Bonds the dairyman can almost automatically build up a financial reserve. Such a reserve is considered by economists, to be a necessary part of every well-managed farming business. "A financial reserve is just as important as good land, good cows and equipment in your business", says Dr. Van B. Hart of Cornell University. Many dairymen make it a practice to buy a Savings Bond out of every milk check.

The Long-Time Outlook For Beef Cattle Feeders

By Preston Richards

When choice grade steers were selling at the highest prices of record some months ago, many beef cattle feeders had an idea that a new era of permanently high prices had dawned. But they were wrong, as events have proved. Now that choice grade steers are averaging about $15 a hundred pounds under their peak, these same feeders are looking for a long period of extremely low prices. But they may be wrong again, for the long-time outlook for cattle feeders is generally more favorable than for producers of most other agricultural commodities.

On the supply side are a number of encouraging developments that point to permanently lower per-unit production costs. More feed grains are being produced--and more efficiently--than ever before. Forage and pasture resources are being improved, in line with the over-all program to conserve the Nation's soil resources. Feeding practices have been improved tremendously over the past 20 years and further improvement may be expected. New breeding techniques show promise of hastening the development of beef cattle that will make better use of feed and that will command higher prices in the market.

Several Factors Promise Strong Demand

From the standpoint of demand, there are several factors that point to a heavier total consumption of meat over the years ahead. The population of the United States is now increasing at the rate of 2 million persons annually--and meat is one of the foods most desired by consumers. The maintenance of full employment is one of our national objectives, and, during the next several years, industrial production and employment are expected to continue on a high level. This means increased purchasing power and increased demand.

Any appraisal of the short-time or long-time outlook for beef cattle feeders must include an analysis of the various trends that will affect the outlook. These trends include: (1) feed supplies, (2) the cattle population, (3) the hog population, for pork competes at the meat counter for the consumer's dollar, and (4) the probable demand for all red meats.

Favorable growing conditions and high crop yields were general over most of the country last year, and nowhere did Nature smile more than in the Corn Belt. Rains came at the right time. Temperatures were ideal. The 1948 corn crop was the largest of record, exceeding the previous record crop by about 400 million bushels. The total supply of feeds per grain-consuming animal for the 1948-49 feeding season was also the

largest of record. It is these large feed supplies which provided the underlying basis for the expansion in cattle feeding operations that has occurred this year and for the increase in hog production that is under way.

Carry-over stocks of feed grains, especially corn, will be heavy on October 1, 1949, the beginning of the new feeding season. If growing conditions are favorable this year--and reports from the Corn Belt indicate that crops are off to a good start--feed supplies in 1949-50 will again be large in relation to livestock. These heavy supplies will mean that the number of cattle fed will be maintained at a high level, and that the tendency for hog production to increase will continue.

Downward Trend in Numbers Checked

It now appears that the downward trend in cattle numbers which began in 1945 was checked last year. On January 1, 1949, the number of all cattle and calves on farms and ranches was 78.5 million head, slightly more than a year earlier. Even though small, this was the first increase in 4 years.

Because of the large proportion of cows in the present beef cattle inventory, the number of cattle on farms and ranches can expand more rapidly than usually is the case. If expansion in numbers does take place, the tendency in the next year or two probably will be for range cattle producers to hold back more calves, heifers, and, in some instances, young steers for further increases. In the long run, this will mean more cattle and more beef, but in the immediate period ahead it will restrict the number of cattle and calves available for slaughter. Of particular significance to Corn Belt cattle feeders, it may mean that the number of young steers, heifers, and calves for feeding will be less plentiful.

The large corn crop last year and the generally profitable cattle feeding operations in recent years caused feeders to expand their operations quickly. On January 1 of this year, the number of cattle on feed in the entire country was 19 percent larger than a year earlier. The tendency to feed more cattle than last year has continued. On April 1, 1949, the estimated number of cattle on feed was 23 percent greater than on April 1 last year. This indicates that marketings of well-finished slaughter cattle will continue large for the next several months.

If feed production is again large this year, cattle feeding next winter and spring probably will continue on a large scale. But shortage of the more desirable kinds of cattle, which may develop if range cattle producers hold back more than the usual proportion of calves, heifers, and young steers--would cause some changes in the kind of cattle fed and in methods of feeding. Perhaps this is one reason for the increase in the number of heavy feeders (steers over 900 pounds) placed on feed during the past year.

The combined 1949 spring and fall pig crop is now expected to be 96

million, which is 13 percent above 1948 and 8 percent above the 1938-47 average. This means much larger pork supplies next fall and winter. If corn yields this year are average or better, the trend in hog production will continue upward. Thus beef cattle feeders face the prospect of the competition from increasing supplies of pork in late 1949 and perhaps throughout 1950.

Following the removal of price controls in 1946, prices of all livestock advanced sharply. Prices continued high in 1947 and through most of 1948. The principal reason for the high level of livestock prices in 1947 and 1948, as well as the high level of income from the sale of livestock, was the unprecedented strong consumer demand for meats. Not only did consumers receive much larger incomes than ever before in those years, but they spent a larger-than-usual proportion of their increased incomes for meat. Before the war, consumers spent about 5-1/2 percent of their income for meat, but by second quarter of 1947 this proportion had increased to 6-1/2 percent and it continued near this figure for more than a year. In the second half of 1948, the proportion began to decline and by the first quarter of 1949 it was down to about the pre-war level of 5-1/2 percent.

Meat Appetites Are Mysterious

We will probably never know definitely the reasons for the increase in the proportion of consumer incomes spent for meat. Nor will we ever know precisely why this percentage declined. It may have been that the post-war shortage of consumer goods generally in 1946 and 1947 was a factor causing consumers to spend a larger share of their incomes for meat. As consumer goods of all sorts became more plentiful in 1948, this may have caused consumers to reduce their expenditures for meats and they increased their purchases of automobiles, refrigerators, radios, clothing, and the like. Or it may have been that consumers were just "meat hungry" after years of rationing. If that theory has any merit, it would explain why consumers went on a meat-buying spree for a time--and why, after their appetities were satisfied, they began to reduce the volume of their meat purchases.

At any rate, the results of the decline in consumer demand for meat soon became evident in the livestock market. Beginning in the fall of 1948, prices of both cattle and hogs declined greatly. The drop in prices of the better grades of slaughter cattle probably was the most pronounced on record for any period of comparable length. From August 1948 to April 1949, the average price of choice grade steers dropped from about $40 to $25 per 100 pounds, a drop aggravated last January and February by the tendency of many cattle feeders to bunch their marketings within a period of a few weeks. The average price of hogs at Chicago declined from about $30 to $18 in approximately the same period. So sunset came rather quickly to what many had believed was the dawn of a new era.

Employment in June 1949 was a little under a year earlier and so were personal incomes. It seems likely, however, that the proportion of consumer incomes spent for meat, a proportion that has already dropped to the pre-war level, will not decline further. If that assumption is

correct, any changes in consumers incomes--up or down--will be reflected in something like corresponding changes in the demand for meat. It seems likely, too, that the consumer demand for meat during the remainder of 1949, at least, will continue near the June level.

Cattle prices, of course, will be responsive to the weaker consumer demand during the remainder of 1949 as compared with the same period in 1948. Other unfavorable factors include prospects for heavy hog marketings the last half of 1949, and, if feed production is abundant, the likelihood that marketings of grain-fed cattle will continue large. On the favorable side is the possibility that livestock prices have already dropped more than would be expected solely on the basis of supply and demand conditions. Thus a repetition of sharp declines in prices of slaughter cattle which occurred in late 1948 and early 1949 does not seem likely.

As has been pointed out earlier, the long-time demand for beef cattle feeders appears to be favorable, fundamentally. But even with this favorable outlook, we should not overlook the fact that in recent years there has been inflation in livestock prices. Not many people feel that a return to pre-war price levels is in prospect, but it also seems unlikely that the high levels of livestock prices in 1947 and 1948 can be regarded as a new normal.

Cattle Prices Swing in Long Cycles

Even before the war the trend in cattle prices was upward. In each year but one since 1937 cattle prices have averaged higher than in the previous year. And in each year since 1934 the purchasing power of cattle in terms of all other commodities has been going up. Upswings and downswings covering a long period of years are, of course, a feature of cattle prices. The upswing which may have ended in 1948 is one of the longest of record.

Long periods of rising prices are always favorable periods for cattle feeders. In such periods feeders who make the largest profits are not necessarily the most efficient feeders but rather feeders who buy the most cattle. This is true because the two important factors affecting profits once the cattle are bought are the cost of the gain in weight and the margin between the price paid for feeder cattle and the price received for the same cattle when sold for slaughter. In periods of advancing cattle prices this margin is nearly always wide, sometimes very wide.

A leveling off of cattle prices or a sharp downturn has the opposite effect on feeders' margins, as many farmers who fed cattle last fall and winter well know. For the farmer who buys heavy feeders for a short feed, mostly on grain, the results of a price decline usually are much more severe than for the farmer who buys lighter cattle or calves for a longer feeding period in which the use of grain is minimized.

Although cattle feeders cannot look forward to a rising trend of cattle prices in the next few years, the outlook for cattle feeding

could scarcely be described as dark and foreboding. It is certainly less favorable than in other recent years. And it does call for caution and a greater degree of conservatism in the selection and purchase of feeder cattle than in other recent years--and a thorough recognition of the speculative nature of the cattle feeding business.

Beyond this, it means that cattle feeders will have to do a better job of feeding and marketing. In addition to the margin between prices of feeder cattle and prices of slaughter cattle, the other important factor affecting profits from cattle feeding is the cost of gain. Reducing this cost is always a challenge to cattle feeders, and many farmers have already made much progress in this direction. More feeders must and will make more progress along this line. And along with greater efficiency in feeding, feeders probably will find it desirable to follow a scheme of more orderly marketing. Periods of heavy gluts in market supplies of fed cattle, such as occurred last winter, as well as periods of extreme scarcity, such as last summer, are unfavorable to consumers and costly to cattle feeders.

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GRAIN EXPORTS SET NEW HIGH RECORD

All previous records of United States grain exports were being broken as the 1948-49 shipping season drew rapidly to a close on June 30, the Production and Marketing Administration, U. S. Department of Agriculture announced in mid-June.

Grain exports in May were estimated at 1,707,000 long tons (65,411,000 bushels). This raised the July 1948-May 1949 eleven months total to a record of 16,450,000 long tons (637,283,000 bushels). This total and the export rate of June, based on preliminary figures, comes within striking distance of a projected high record 18,000,000 long tons (700,000,000 bushels) for the full year 1948-49.

By comparison, the exports in May 1948 totaled only 1,108,000 long tons (42,154,000 bushels), the July 1947-May 1948 eleven months total was 14,045,000 long tons (541,173,000 bushels), and the 1947-48 total was 15,240,000 tons (588,000,000 bushels)--a record high at that time. July 1948-May 1949 exports included 12,579,000 long tons (469,573,000 bushels) of wheat, wheat flour, and macaroni products, and 3,871,000 long tons (167,710,000 bushels) of other grains and grain products.

Of the total of 16,450,000 tons exported during July 1948-May 1949, 6,264,000 tons, or 38.1 percent moved to the U. S. occupied Zones of Germany, Japan and Korea. An estimated 6,644,000 tons, or 40.4 percent went to the European countries and China. The quantity going to the ECA countries included grain and grain products financed by the importing countries as well as by ECA. Another 3,542,000 tons, or 21.5 percent of the July 1948-May 1949 total, were shipped to India, the Union of South Africa, Egypt, the Phillippines, Latin America countries, and other countries.

Timely Market News

Is Radio's Responsibility

By R. C. Bentley

Market news reports, like good advice, must be timely to be worthwhile. Market reports carried by radio too early or too late in the day to permit action based upon them are good only for the record or the historians. Certainly they do not adequately serve producers and handlers of farm commodities.

For example, a report on the hog market reaching producers once daily at the noon hour must be regarded critically for several reasons. Even if it is a favorable report it may come too late in the day to allow the average producer to move his hogs from the farm to a market. Though the report may incorporate opening trends and developments, these features are stale by noon-day. Finally, it is unlikely that it will be a decisive report so far as the next day is concerned, for it cannot reflect the important closing trends of the day's market.

Three Crucial Points in Marketing Day

There are three decisive periods during the livestock marketing day. The 8:30-9:00 period when figures on livestock supplies at the 12 major markets are available; the 9:30-11:00 period supplying the opening reports covering prices being paid for various classes and weights; and the closing summaries of the day's trading which are released sometime between 1:30 and 2:30 p.m.

For grain markets, four periods are important: The opening, at 9:30 a.m.; midmorning, at about 10:30 a.m.; noon or 12:30 p.m.; and the close, about 1:30 p.m.

Producers and handlers of the egg, butter and live poultry should have their reports as near 10:30 to 11:00 as possible; for dressed poultry, from 12:30 to 1:30 p.m. Generally, all other commodity market reports should be given as near the opening, noonday and closing as possible.

In order to serve rural listeners, radio stations must recognize these strategic marketing periods in their coverage of market news. However, a glance at the annual PMA Information Branch Survey listing the number of radio stations which carry marketing information during any or all the time periods, will show that only a small proportion of the stations carry market news reports which fall within the important midmorning marketing period.

One of the exceptions--Station WOI at Ames, Iowa--recently began to study this deficiency in market news coverage. Because WOI has for years been broadcasting market news every hour during the marketing day it was in a good position to poll its listeners in 8 States on their time preferences. The results of such a poll substantiated what WOI had guessed: That producers want to hear market news reports when they can do something with them!

The poll referred to was a questionnaire which was sent last March to all who received mimeographed livestock market reports issued by the USDA market news service. The questionnaire asked, among other things, what radio station they listened to and at what time each day, for market news. Of the 1548 questionnaires returned from that portion of the 8 States which WOI serves, 383 reported they listened to WOI and of these 58% were farmers. The 10:30-11:00 period of broadcast was the most popular. Sixty-one percent listened during the half hour broadcast. Other periods during the day were listened to in the following order: 9:45-10:00, 53%; 8:50-9:00, 42%; 1:30-2:00, 20%; 12:15-12:20, 8%; 6:30-6:34, 5%. As is indicated by the percentages, a number of listeners tune in 2, 3 and 4 times daily.

PMA Survey Shows Broad Noon Coverage

Contrast these results with the Nation-wide statistics on market news coverage. The June 1948 survey conducted by PMA covering 424 radio stations in 14 midwestern States, shows that 67 percent of the stations which broadcast market news reports offer them at the noon period! Only 17 percent carried market news data between 9:30 and 11:00 and this same percentage figure held true for the 1:00-2:30 period.

Originally when radio and market news were first catching on with farmers there were good reasons why the noon period was the ideal time for a market report. Most farmers were still using horses and their daylight listening habits were molded largely by Dobbin's appetite. In those days a farmer generally came in from the fields only when his horses did, and even if he had a team he could trust to stand unattended, the whole idea of mid-morning or mid-afternoon visits to the parlor was tainted with laziness.

Today, the entire concept of the working schedule has been altered for the farmer. Mechanization has offered him considerably more freedom in planning his work. As a result, he will listen to the radio when it serves him best, or he will have his wife listen so she can keep him posted.

Station WOI believes that timely market reports should be given over the air as early as possible after they have been prepared, for market news, to perform its maximum service, must reach all interested parties at approximately the same time.

The U. S. Department of Agriculture spends in the neighborhood of 1 3/4 million dollars annually to assemble, analyze and prepare for distribution market news covering all kinds of farm products. The De-

partment assembles information on supplies coming to the various terminal and local markets, supplies in storage ready for distribution, and prices paid for the original product at the first assembly point, as well as the processed commodities as they flow through the distributive channels. For every single report, there are many underlying factors which should be weighed and analyzed. Some will be reported directly in the broadcasts.

Hog Marketing Picture Cited as Example

What WOI is attempting to do for all producers and handlers can be illustrated by following through with timely reports on one commodity common to all Midwestern States--the hog. The first part of the supply and demand picture for a given market is always the number of hogs expected for a given day. The figures are available between 10:30 and noon of the preceding day and they are given over the air daily during that time. A much more complete estimate comes in the following morning from 6:00 to 8:30 a.m., and this report covers all of the terminal markets. These figures to be most useful are released periodically as they are made available with final and complete figures by 9:00 a.m.

The live hog markets at terminal centers open between 8:30 and 9:00 a.m. and it usually takes about one hour before the opening reports are made available. These opening reports giving prices paid for the various quality hogs are given over the air at intervals between 9:30 and 11:00 a.m., with a complete summary of the morning trading between 10:30 and 11:00 a.m. These reports are the ones which give the farmer an opportunity to decide what he should do about going to market during that current day. The second or mid-day reports on market conditions are issued between 10:30 and noon. Any changes from the opening are noted and incorporated in a noon hour summary of trading up to midday.

The closing reports covering the final trading for the day are and must be given by 1:30 or 2:00 p.m. if they are to be useful to the farmer in planning whether to start livestock to market for the following morning.

Market News Reports Must Be Complete

In its 27 years' experience in carrying market news, Station WOI has learned that the second important thing farmers and handlers of farm products want in their radio market reports is complete market news reports. When a station broadcasts complete information, it means that a farmer can tune to one radio station and secure the whole picture of his marketing opportunities for a given commodity without taking time to dial a half dozen different stations. For example, an Iowa farmer wants to know how many hogs are being offered for sale in the cornbelt as a whole. He wants to know if supplies are larger or smaller proportionally in the Missouri River Area compared with Chicago and Eastern markets. He wants to know which market within his marketing area has large or small supplies. And finally it helps him to know how many hogs were received at local packing plants in his own Interior Iowa and Southern Minnesota Area.

With this supply picture in mind and a little experience in piecing the parts together he is better able to follow the developing price picture. It will help him relate prices to supply locally if he knows how prices vary among the different terminal markets surrounding Iowa, for example--what price is being paid at the Missouri River markets compared with the Chicago and Eastern markets, and finally what price is being paid at each of the packing plants in Iowa proper.

"Top" Quotations May Be Misleading

Of great importance to the individual producer is the price being paid for the weight and quality hogs he happens to have in his feed-lot today which are ready for market. By and large he wants to know what is actually being paid for the bulk of the hogs coming to market during the current season, for his hogs are very apt to be like the bulk of the supply, rather than like the extreme top offered for only a few hogs.

With the supply picture before him and the price ranges being paid by the different outlets, the farmer may then telephone representative buyers in his community and sell his hogs or secure additional information which may cause him to hold them for a few days for possible price advances.

Too many radio market news reports give information on only one terminal market plus the local market. All too often only the top quotation is given and when the farmer gets to market he finds his hogs do not meet the quality or weight specifications for top prices quoted on a few hogs at that market. He is not only disappointed but he may also find it is too costly to go on to another market where a better price might have been secured. What a farmer wants is complete market information on supplies throughout the market area, with prices being paid for the class, weight and quality he has for sale by all of the various interests buying hogs within the area in which he may have an opportunity to market. This holds true for all classes of livestock, as well as all farm products going to market.

Some livestock producers will be interested in the supply and price picture for dressed meats. The stocks of meat in storage and purchasing power of consumers who buy meats should be reviewed frequently as pertinent background information.

Clarity an Important Element

WOI has also discovered clarity in market reports to be of top importance. Farmers and handlers of farm commodities like their reports given as nearly as possible at the same time each day and in the same sequence. Information which contains many figures, as does market news, must be given slowly so the figures can be written down if the listener wishes to do so. Clear presentation and accuracy are extremely essential.

Buyers and shippers at the local assembly points also depend to a large extent on radio for market news reports to get the earliest pos-

sible quotations. Local dealers post these figures on convenient pads and use them throughout the day as a basis for buying and selling farm commodities. These offices at the local assembly points become, in effect, centers of market news information once many farmers learn to depend upon them. Unless these dealers have timely, complete and accurate information they cannot serve their community well.

When both the farmer and handler of farm products have full and timely information on each farm commodity a more stable market is established. If the farmer has available by radio each day a timely and complete picture of the supplies coming to market and the prices being paid for the given supply, he can market his products with a greater assurance that he will be getting a fair return. If the dealer knows that the farmer has the same supply and price information that is available to him, he is then in no position to drive a sharp bargain, for the farmer can quickly get in touch with another who deals more fairly. In like manner, the dealer does not have to spend a lot of valuable time explaining to the farmer why prices are high or low.

Complete market news also brings about a better understanding of the quality factors in determining the value of a given product. Buyers and sellers, then, can operate with more assurance on the basis of these established standards.

WOI Sought by Out-of-State Listeners

WOI devotes 107 minutes daily to market news to keep Iowa farmers and handlers of farm products currently and completely informed on all farm products raised in Iowa. Moreover, many farmers and tradespeople in the States surrounding Iowa have in their dial-spinning search for complete market news found WOI - 640 on their dial - and have returned daily for these timely reports. Many of these out-of-State listeners have explained to WOI by correspondence and at meetings that it is difficult for them to get good reception at 640 but that they have gone to various extremes with their radio sets to hear WOI's full and timely reports.

One radio station in the heart of the cornbelt is not sufficient to provide adequate news service for farmers and dealers throughout the day, nor could it perform the service alone because each State and each marketing region has problems of its own. Each producing area has a separate and distinct set of market outlets available to its producers, and radio programs must be built to serve each producing area.

For example, WOI's files contain many letters from listeners in each of the neighboring States urging it to incorporate more timely and complete information on markets within their respective areas. This material is available or could be made available to each of the State Land Grant Colleges. Aided by the farm organizations and the commodity marketing organizations, these institutions should be performing this very timely and valuable service for the farmers and tradespeople of their respective States.

The radio farm directors on commercial stations are overlooking a real opportunity to sell administrators and sponsors on this very valuable public service to agriculture in their local communities. At WOI it has been proved that farm organizations and commodity marketing agencies are willing to pay the cost of providing timely and complete market news information.

Commercial stations need to recognize that market news must be handled on the basis of a public service--which may not bring in a high Hooper Rating--but which can mean better marketing of farm products and increased income to agriculture and related industry.

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MECHANICAL COTTON PICKERS NOT YET USED TO CAPACITY

Although harvesting of cotton by mechanical pickers has increased rapidly in the Mississippi Delta in the last few years, machines in use in the area generally harvest only a small part of the total production, according to a report based on a study made by the Mississippi Agricultural Experiment Station cooperating with the Bureau of Agricultural Economics, U. S. Department of Agriculture. Up to now mechanical pickers have been used only to supplement the hand labor force, it is pointed out.

The report, "Mechanical Cotton Picker Operation in the Yazoo-Mississippi Delta" covers a survey financed in part with funds from the Research and Marketing Act. Described as "preliminary," the report is part of a larger study dealing with all aspects of cotton mechanization.

Mechanically picked cotton in the Delta cost farmers, for harvesting, the equivalent of $2.42 a hundred pounds of seed cotton in 1947 when rates for hand picking ranged from $2.50 to $4.50. Costs included wastage and grade losses, as well as operating costs. The latter includes out-of-pocket expenses and depreciation and interest on the actual cost of the machine.

Depreciation and repairs account for nearly 60 percent of the operating costs. For machine-picked cotton in 1947 operating costs averaged $14.77 per bale or about $1 per hundred pounds of seed cotton. Wastage and loss due to lowering of the grade when machine picked increased the cost to $2.42 per hundred pounds.

The study further indicates that the per-bale cost of harvesting cotton by machine could be greatly reduced if farmers could use their machines to capacity since the fixed cost for the machine is the same whether full or low-capacity use is made of it. Machines can harvest 8 to 10 bales per 10-hour day under favorable conditions, but the daily picking rate under actual conditions (performance of 26 mechanical pickers studied) in 1947 was only 3 1/2 bales. Under favorable conditions machines can harvest 150 to 200 bales of cotton per season. The machines studied averaged only 109 bales in 1947. Lower initial costs for the machines, lower cotton prices and improved ginning techniques would be factors favoring mechanical over hand picking.

Sweet Corn Prepackaging Studied

By Donald R. Stokes

Prepackaging of sweet corn in consumer-size packages is one of the newer marketing ideas that shows promise of making more and better sweet corn available to housewives. But there are still packaging, transportation and retailing questions that need answers.

Some of the answers are being found in preliminary research by two U. S. Department of Agriculture agencies: The Marketing Research Branch of the Production and Marketing Administration and the Bureau of Plant Industry, Soils and Agricultural Engineering of the Agricultural Research Administration. The work is being done under the Research and Marketing Act, in cooperation with the Florida Agricultural Experiment Station and the Florida Vegetable Prepackaging Council. Research is continuing, as work so far indicates need for more efficient and more economical methods in packaging and marketing high-quality prepackaged sweet corn. Detailed reports on the preliminary findings are now available, based on studies in April, May and June, 1948.

Among the conclusions based on the PMA study are these:

The grower's return on prepackaged corn was about the same as that on bulk corn marketed in the husks. As might be expected, the harvesting and packing costs for prepackaged corn were greater than for bulk corn. Selling and transportation costs, however, were lower, averaging 13 1/2 cents a dozen for prepackaged corn compared with 15 cents for the bulk.

Retailing Labor Cut by Prepackaging

The study indicated that one of the principal advantages of marketing prepackaged corn was in reducing direct retail labor costs. These costs were studied in Tampa, Fla., New York, Baltimore, Washington and Atlanta. Two Tampa chain stores were checked for eleven weeks. In the other cities eight days were spent in four chain stores and 15 in seven independent outlets.

It was found in Tampa that for every man hour spent on retailing prepackaged corn $175 worth of the product was sold. But for every man hour expended on the corn in husks only $10 worth was sold. The studies in the other cities showed that sales per man hour spent on prepackaged corn averaged $102 while sales for bulk corn averaged $16. Direct retail labor costs were computed as 3 cents per sales dollar less for prepackaged than for bulk corn.

The value of bulk corn lost through waste and spoilage in Tampa equaled 21.5 percent of the net retail sales; for prepackaged corn the loss was 4.6 percent of sales. In the other four cities, the bulk corn

waste and spoilage equaled 12.4 percent of sales; for prepackaged, it was 1.1 percent.

Final gross retail sales margins were surveyed in all of the cities except Tampa. The margin for prepackaged corn averaged 19.1 percent and for corn in husks 13.6 percent.

Prepackaged corn cost housewives more than the bulk. In the few stores that were checked, the prepackaged corn, which was marketed as an out-of-season delicacy, retailed for an average of $1.16 a dozen while the corn in husks sold for $1 a dozen.

Both the prepackaged and the bulk corn should be refrigerated throughout the marketing process. However, directions for refrigerating the prepackaged corn were not always followed.

Consumers reported that they were pleased with the flavor, ease of preparation, visibility, lack of waste, cleanliness and convenience of the prepackaged corn.

Their views were learned through post cards placed in each package, of which 2,092 were returned. The corn was sold in 200 cities east of the Mississippi River.

This sample indicated that most persons who tried the corn liked it. The majority of those who did not enjoy the product bought corn that had been in marketing channels too long and was beginning to spoil.

Three Large or Five Small Ears Packaged

The prepackaged corn was grown and packed at the Paul B. Dickman Farms at Ruskin, Fla. The varieties were Ioana, Golden Cross Bantam and Golden Security. In the packing plant, the corn was husked mechanically, trimmed to three- or five-inch lengths and cooled. Either three large or five small pieces were put in cardboard trays and over-wrapped with cellophane. Then the corn was cooled again and distributed by truck. Eight hundred thousand packages were processed.

Under this operation the Dickman Farms got a gross return of 47 cents a dozen compared with an estimated 48-cent return to growers harvesting, packing, and shipping corn in husks in the same area. However, the value of the husks and the trimmings from the prepackaged product, which were used for livestock feed, was not computed.

The harvesting costs and packing expenses at the grower-shipped level for the prepackaged corn were almost double those for the bulk product. The figures were 21 and 12 cents a dozen. Nine cents of the prepackaging costs went for packing materials, six cents for labor, and six cents for overhead. The costs for bulk corn were divided this way: six cents for materials, four cents for labor, and two cents for overhead.

The work by the Bureau of Plant Industry, Soils and Agricultural Engineering also was done on the Dickman farms and with the same corn as

that used in the PMA study. The BPISAE work, on type of package and handling during transportation, indicates that:

Some ventilation through the wrappers is necessary in the packaged corn. Refrigeration to 45 degrees F. or lower is essential during packaging and transportation, and quality was better at about 32 degrees. Truck shipments of the prepackaged corn to markets east of the Mississippi proved the importance of precooling before shipment, as the temperature of a truckload of corn was lowered very little during shipment with any equipment tested. Best results in truck shipments came from mechanical units which cooled the air to much lower temperatures than those obtained with ice bunkers.

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PRECOOLING FARM-PREPACKAGED VEGETABLES CALLED DIFFICULT STEP IN PREPARATION

The precooling of vegetables to be farm prepackaged is defined as a difficult problem by the researchers of USDA and the Florida Experiment Station. Their report, issued by the Agricultural Research Administration, states that while prepackaging of vegetables on the farm will permit some use to be made of the trimmed off parts and reduce shipping costs, these advantages are considerably offset by the difficulty of precooling and maintaining proper refrigeration of the vegetables from farm to market so they will maintain quality.

The report is based on extensive tests made in farm prepackaging with funds from the Research and Marketing Act in cooperation with a commercial grower at Ruskin, Florida.

Temperature Critical Factor

Their findings on broccoli illustrate the problem. When precooled to 35° F. and held at that temperature, packaged broccoli remained fresh and green 7 days and was only slightly discolored on the out surfaces after 13 days. In packages held at 45°, however, soft rot and discoloration appeared the second day and most of those held at 70° decayed so badly they were unsalable after the second day.

Precooling the packaged broccoli to 35° and holding it at that temperature is the problem. Temperatures of harvested broccoli in the field ranged from 69° to 79° . In the hydro-cooler these were reduced to 41° and 49° . But they rose another 10° during the short time--7 minutes --required for draining and packaging. And it took at least 19 hours to reduce the temperature to 37° when the packages were placed in cold storage.

With the cartons placed in less favorable positions for air circulation it required several hours longer to reach the optimum low temperature. Unpackaged broccoli in open wire baskets required only an hour and a half in cold storage to reduce the temperature to 37°.

MARKETING BRIEFS:

Cotton.--USDA announced June 20 that a lending agency approved by CCC may make advance loans to cotton producers in amounts and at interest rates mutually agreeable between the lending agency and the producer on cotton for which the final CCC loan rate cannot be determined. At the time the advance loan is made, the lending agency will obtain a Producer's Power of Attorney (CCC Cotton Form J) from the producer. This power of attorney will permit the lending agency to convert the advance loan to a regular CCC loan without requiring the producer either to repay the advance loan or to sign additional papers. Conversion of advance loans to regular CCC (Form A) cotton loans must be prior to September 1, 1949, or within 15 days from the date of the classification by a Board of Cotton Examiners, or within 15 days after the date of the warehouse receipts, whichever is later. When the loans are converted, the lending agency will pay the producer any difference between the advance loan and interest and the regular CCC loan.

Dairy.--Dairy farmers in the Philadelphia, Pa., milk marketing area will be assured of the present minimum price of $5.50 per hundredweight for Class I milk through September, the U.S. Department of Agriculture announced June 28. Scheduled to expire June 30, the minimum price was extended by the Department to continue serving as a temporary pricing provision until a more permanent method of pricing can be established for the market.... June 22, USDA announced an extension of the present method of pricing Class I-A milk in the New York milk marketing area through the remainder of 1949. Class I-A milk consists chiefly of fluid milk sold in the New York area. The Department suspended a provision of the Federal order regulating the handling of milk in the New York milk marketing area which called for the present pricing method to expire June 30. The present pricing method establishes a price for Class I-A milk (3.5 percent butterfat) at a level 19 cents less than the price established for Class I milk (3.7 percent butterfat) in the Boston market. This method, put into effect January 1, 1949, for a six-month's period, is now extended through 1949.... Announcement of a Federal order to regulate the handling of milk in the Lima, Ohio, milk marketing area was issued by USDA June 27. The Federal order, requested by dairy farmers supplying the Lima market and authorized by the Agricultural Marketing Agreement Act of 1937, will establish minimum prices to dairy farmers, pool the returns to dairy farmers, and require milk handlers to pay dairy farmers the minimum prices. The order will not set retail prices to consumers. The order was issued following approval by more than a two-thirds vote in a referendum of the dairy farmers to be affected by the order.

Fruits and Vegetables.--U. S. Standards for grades of frozen concentrated orange juice, published in the Federal Register June 24, will become effective July 24. The published standards are based on studies made of the type of frozen concentrated orange juice, concentrated under high vacuum at low temperatures and standardized to 41.5 to 43.5 degrees Brix (technical term for measurement of concentration), without the addition of any ingredients other than fresh orange juice. USDA will

consider making further studies of such other types of frozen orange concentrates with a view of developing standards for them if a need is definitely established by the industry concerned, including the interests of consumers.

Grain.--A program to support the price of 1949-crop rice at 90 percent of parity as of August 1, 1949, was announced May 31 by USDA. The program will be implemented by non-recourse warehouse-storage and farm-storage loans and by purchase agreements with producers. Support prices will be established by CCC on the basis of variety, grade and other quality factors, at levels which will reflect to producers a weighted average rate equal to 90 percent of the rice parity price as of the beginning of the marketing year, August 1, 1949. This is the level of support required by law. Eligibility requirements for rice, for producers, and for associations of producers are the same as those under the 1948 program. Loans and purchase agreements will be available on rice produced in Arkansas, California, Louisiana, Mississippi, Missouri and Texas from time of harvest through January 31, 1950. The loans will mature on April 30, 1950, or earlier upon demand. Producers desiring to deliver rice under purchase agreements must declare intentions to sell to CCC within a 30-day period, ending April 30, 1950, or earlier as may be determined.... Most foreign purchasers have the option as of July 1 of procuring supplies of all whole grains except wheat either directly from private suppliers in the United States or through the Commodity Credit Corporation, USDA announced June 17. Under this policy all countries abroad except the occupied areas, Korea, Austria, Trieste, Greece and China can make their own decision as to the procurement method for "coarse" grains which will be most satisfactory from their point of view as their standard procedure for such procurement operations. They can continue the present system of procurement through CCC, or arrange for commercial exports through private suppliers. USDA officials feel that the option of handling procurement through commercial trade channels will facilitate the movement of coarse grains to a number of countries.

Naval Stores.--A weekly report on crude pine gum prices was inaugurated on June 23, in connection with the 1949 Gum Naval Stores Loan Program, USDA has announced. It will be the first such report issued by USDA on naval stores. The report will be based on information obtained from processimg plants and will show quantities of gum purchased, quantities of rosin estimated to be contained in the gum, and average prices paid. The information from all plants will be combined, and the prices published will be based on the standard barrel of 435 pounds net of crude gum. There are 13 grades of rosin, but lower grades are seldom produced under modern conditions and the information released will generally be limited to the 6 or 7 top grades. The report will be prepared and issued in Washington, with simultaneous release at Atlanta, Georgia.

Poultry.--June 20 USDA announced that the Ninth World's Poultry Congress will be held in Paris, France in August 1951. The invitation to meet in Paris was extended by Monsieur Pierre Pflimlin, Minister of Agriculture of the Republic of France, to the World's Poultry Science Association. The invitation was accepted by W. D. Termohlen, President of the Association and Director of the Poultry Branch of the Production and Marketing Administration, USDA.

The following addresses, statements, and publications, issued recently, may be obtained upon request. To order, check on this page the publications desired, detach and mail to the Production and Marketing Administration, U. S. Department of Agriculture, Washington 25, D. C.

Addresses and Statements:

Youth is a Savings Bank, a talk by Secretary of Agriculture, Charles F. Brannan, at Washington, D. C., June 16, 1949. 6 pp. (Processed)

Statement before the Subcommittee of the Senate Committee on Agriculture and Forestry, by Secretary of Agriculture, Charles F. Brannan, on S. 1721, providing for support of hog prices through payments, June 17, 1949. 7 pp. (Processed)

Statement outlining the immediate steps to be taken in a broad program to develop more adequate storage facilities for farm committees, by Secretary of Agriculture Charles F. Brannan, at Washington, D. C., June 7, 1949. 5 pp. (Processed)

Summary of remarks by Ralph S. Trigg, Administrator of PMA and President of CCC, at the State Conference of County and Community Agricultural Conservation Committeemen, Baltimore, Md., May 26, 1949. 9 pp. (Processed)

Fats and Oils Situation, an address by George L. Pritchard, Director, Fats and Oils Branch, at Ashville, N. C., June 28, 1949. 4 pp. (Processed)

Publications:

Cottonseed Quality in the United States: 1947. (PMA) May 1949. 30 pp. (Processed)

Wholesale Prices of Fresh Fruits and Vegetables and Auction Prices of Fresh Fruits at New York City and Chicago, and F.O.B. Prices at Leading Shipping Points, by Months: 1948. (PMA) 82 pp. (Processed)

Survey of Tree Nut Usage by Industrial Users: An Exploratory Study Into the Factors Affecting Usage of Tree Nuts. (PMA) 1949. 5 pp. (Processed)

Carlot Shipments of Fresh Fruits and Vegetables by Commodities, States and Months, Including Boat Shipments Reduced to Carlot Equivalents: Calendar Year 1948. (PMA) May 1948. 32 pp.

Recommended Specifications for Standard Packages and Packs for Dried Eggs. (PMA) June 1949. 28 pp.

Canned Citrus Fruit Juices and Segments: Annual Pack and Dispositional Data, 1928-29 to 1947-48. (PMA) May 1949. 20 pp. (Processed)

The Wholesale Markets for Fruits, Vegetables, Poultry, and Eggs, at Greenville, S. C. (PMA) June 1949. 46 pp. (Processed)

Cotton Classing and Market News Services for Organized Groups of Growers. (PMA) March 1949. 6 p. folder. (Printed)

Core Sample Analysis for Determining Shrinkage of Grease Wool. (PMA) March 1949. 19 pp. (Processed)

Dairy and Poultry Market Statistics: 1948. (PMA) CS-36. April 1949. 96 pp. (Processed)

Marketing Snap Beans in the Mountain Tri-State Bean Area. (PMA) May 1949. 12 pp. (Processed)

U. S. Standards for Grades of Frozen Red Sour (Tart) Pitted Cherries. (PMA) June 1949. 7 pp. (Processed)

U. S. Standards for Grades of Canned Red Sour (Tart) Pitted Cherries. (PMA) June 1949. 8 pp. (Processed)

Fruits (noncitrus): Production, Farm Disposition, Value, and Utilization of Sales, 1947 and 1948. (Bureau of Agricultural Economics) July 1949. 34 pp. (Processed)

Feed and Vegetable Seed Production and Demand in Europe. FAR-36. (Foreign Agricultural Relations) June 1949. 48 pp. (Processed)

PMA-State Summaries of Commodity Marketing Seasons. (Listed by commodities with States indicated, all processed):

Apple Summary: 1948, Martinsburg, Winchester and nearby points, W. Va. and Va., 2 pp.

Cabbage, Summary 1948-49 Season, Western and Central N.Y., 12 pp.

Marketing Texas Cabbage, 1948-49 Season, 15 pp.

Marketing San Joaquin Valley Cantaloups, Calif., 1948 Season, 28 pp.

Marketing Western and Central N.Y. Carrots, 1948-49 Season, 5 pp.

Marketing Calif.-Ariz. Citrus, Summary 1947-48 Season, 52 pp.

Marketing Fla. Citrus, 1948-49 Season, 7 pp.